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ABSTRACT

Characteristics of three journals published by the Association for Educational Communications and Technology are examined: Instructional Innovator (II); the Journal of Instructional Development (JID), and the Educational Communications and Technology Journal (ECTJ)--formerly the Audio-Visual Communication Review (AVCR). For each journal a historical description lists editors and summarizes the journal's purpose, characteristics, and developmental trends. Conclusions call attention to the drastic decline of the apparent impact of II and ECJ in the last 10 years. Tables display results of an analysis of each issue of each publication by year. Data reported include number of feature articles per year, men authors, women authors, photographs, television articles, film articles, computer articles, advertisers, average pages per issue, and issues per year. Also listed are the average feature article length, editorial board size, price, and membership cost. (LMM)

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PUBLICATIONS OF THE PROFESSION:

AVCR/ECTJ, AVI/II, JID

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Most members consider the Association for Educational Communications and Technology to be a professional organization. The designation "professional" is taken for granted. Little thought is given by most to what is meant by the key term "professional".

A profession has at least six characteristics:

- a. an intellectual technique,
- b. an application of that technique to practical affairs,
- c. a period of long training necessary before entering into the profession,
- d. an association of members of the profession into a closely knit group with a HIGH QUALITY OF COMMUNICATION BETWEEN MEMBERS,
- e. a series of standards and a statement of ethics that is enforced, and
- f. an organized body of intellectual theory constantly expanding by research.
(Finn, J. "Professionalizing the Audiovisual Field," AUDIO-VISUAL COMMUNICATION REVIEW, Vol. 1, No. 1, Winter 1953, pp 6-17.)

It was obvious to Finn in 1953, and it is obvious today, that AECT is not truly "professional". Rather, it is a quasi-professional organization of dedicated practitioners moving slowly towards real professionalism.

One dynamic force influencing that advance is the communication program used by the Association to disseminate information of impact to the discipline. At the foundation of that communication system are the Association's periodical publications. The journals published by AECT are: INSTRUCTIONAL INNOVATOR, THE JOURNAL OF INSTRUCTIONAL

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DEVELOPMENT, and THE EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY JOURNAL. It is through these three publications that the Association establishes a permanent record of what it considers to be currently significant issues, ideas and insights. These periodicals, more than any other Association activity, provide to all a visible and influential identification of purpose of the Association. The professionalism of the Association will be demonstrated through the information printed on their pages.

Recently, each of these journals experienced a change in editors. In order to help these individuals plan the future of their publications, and to provide Association members with a better understanding of these periodicals, a historical review was undertaken to describe some characteristics of each journal. Each issue of each publication was examined, and the information reported in Tables 1-3 was obtained. Additionally, information about each journal is provided below.

INSTRUCTIONAL INNOVATOR (AUDIOVISUAL INSTRUCTION prior to 1980)

Editors: Floyd E. Brooker - 1956-57

Anna Hyer - Iss. 10, 1957-1970

Howard Hitchens, Jr. - 1971-1982

Current Editor: Lyn Gubser

II/AVI is the most widely distributed of the Association's three journals. While its purpose varies, it is the primary information dissemination tool of the organization. Feature articles are generally of the "position paper" type. They are usually short (2-5 pages), and on topics of current general interest to members of the Association and to users of technology.

Three characteristics of II/AVI distinguish it from the other two AECT publications. First, each issue carries a large number of advertisements, from a high of approximately 50/issue in 1969, to lows of 9/issue in 1956 and 13/issue in 1977. Also, each issue carries announcements of significant events that might be of immediate interest to readers. Last, II/AVI carries a variety of special columns, sections and departments that deal with specific issues of interest to sub-groupings of readers. The "Learning Resources" supplements, "Division" columns and "Techniques" departments are notable examples.

The most significant trend obvious from an examination of Table 1 is the steady climb in the size of the journal through the 1960s, and the decline during the 1970s. 1969 seems to have been the peak year for AVI. In that year the average issue was 115 pages, had approximately 50 advertisements, included 18 feature articles of four pages each, and published 63 photographs. In 1982, by comparison, the average issue of II was 54 pages, had 11 advertisements,

included 5 feature articles of two pages each, and published 13 photographs. While a weakened economy was partially responsible for this disturbing downward spiral in the size of II, other considerations, less easily identified, also contributed to the weakened stature of this once proud journal.

EDUCATIONAL COMMUNICATION AND TECHNOLOGY JOURNAL (ECTJ)
(formerly AV COMMUNICATION REVIEW-AVCR)

Editors: William Allen - 1953-1969

Robert Heinich - 1970-1983

Current Editor: William Winn

Managing Editors: Anna Hyer - 1956-57

Mary Hedquist - 1958

Mickey Bloodworth - 1959

Alice Finstad - 1960-61

Katherine Rogers - 1962-63

Janet Leban - 1964-65

Olger Zabudoff - 1966-68

Vita Pariente - 1969-81

The oldest of the Association's three periodicals, ECTJ publishes papers on theory, development and research related to technological processes in education. Generally, ECTJ is considered a research and theory journal. Feature articles typically contain descriptions of scientific experimentation complete with hypotheses, statistical tables and levels of significance.

ECTJ has experienced a rise and fall somewhat similar to that experienced by II. During the 1950s, an issue of AVCR was approximately 75 pages long and contained five feature articles, each of about 12 pages. During the 1960s and early 1970s, an average issue of AVCR was approximately 125 pages. During this period of plenty, each issue typically contained 6 or 7 research or theory papers of approximately fifteen pages in length. During the last decade, AVCR (ECTJ since 1978) declined in size to approximately 100 pages per issue (and more recently 70 pages). In the most recent three years of ECTJ an average journal contained four or five feature articles of approximately 14 pages in length.

JOURNAL OF INSTRUCTIONAL DEVELOPMENT (JID)

Editors: Kenneth Silber, Chair of Editorial Board
and Robert Heinich, Consulting Editor

Kenneth Silber - 1978-82

Kent Gustafson, Guest Editor - 1982

Current Editor: Norman Higgins - 1983-

The JOURNAL FOR INSTRUCTIONAL DEVELOPMENT was originally begun by the Division for Instructional Development(DID) of AECT. This journal was proposed because many AECT members believed that the instructional development process was a viable and growing technique influencing the improvement of education and training at all levels and in all settings. The purpose of JID was, and is, to contribute to the analysis and improvement of instructional development in the form of quality, professionally-oriented articles, and to stimulate communication between theoretically and practically oriented instructional developers.

The Journal carries articles related to instructional development within the following parameters:

1. theories, models and conceptual framework of instructional development;
2. techniques for designing and evaluating instructional systems;
3. reports on evaluations of instructional development projects;
4. case studies of instructional development projects.

The focus of JID is on:

1. the performance of the instructional development process;
2. the management or implementation of the instructional development process;
3. the teaching of the instructional development process.

Since JID is a relatively new publication there are few trends obvious from an analysis of Table 3. Generally, a typical issue of JID has had forty pages, with four or five feature articles. Advertising has appeared periodically, but not routinely, and photographs have been rarely included.

SUMMARY:

Communication for professional development might be a phrase used to describe the purpose of AECT's three periodical publications. In the last three decades these three journals have published over 3450 feature articles written by 4208 authors (3424 men and 784 women). Certainly, these statistics indicate a dramatic influence on the professional growth of AECT.

Any analysis of these three periodicals, even a brief one such as this paper, would be incomplete if it did not call attention to the drastic decline in the apparent impact of two of these journals during the last ten years. Certainly, this problem is one of the most critical for the Association to address. Possibly, the three new editors of these publications will reverse this unfortunate trend. The professionalization of Educational Communications and Technology is directly related to the success of these journals, and while size indicators are definitely not the most significant available, they do provide considerable cause for concern.

TABLE 1: Audiovisual Instruction/Instructional Innovator (AVI/II)

AVI/II	57	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83
# of feature articles/yr.	41	58	57	54	62	75	102	91	95	116	110	133	131	175	156	183	121	101	100	97	103	100	80	72	89	47	43	60
# of men authors	36	59	45	38	45	68	78	82	86	130	120	171	112	172	155	182	124	110	99	86	104	97	83	58	63	49	39	52
# of women authors	13	15	18	12	15	11	12	18	14	25	16	19	29	38	28	48	29	20	24	27	31	34	17	31	21	17	14	24
Avg feature article length	3	3	2	3	3	4	4	3	4	3	4	3	4	4	4	4	5	4	4	4	4	3	4	4	3	2	2	
# of photos	220	170	236	204	178	231	278	319	318	177	291	455	401	631	470	344	237	189	188	240	287	195	110	116	150	120	86	109
# of TV articles	2	9	3	4	3	6	8	10	10	4	11	25	16	16	9	17	11	8	9	11	9	7	13	6	5	8	7	2
# of film articles	2	3	3	3	0	6	3	6	11	3	11	1	7	6	3	9	4	3	9	4	1	6	4	8	7	2	0	0
# of computer articles	0	0	0	0	0	1	0	0	1	2	3	6	1	7	4	4	2	3	3	1	6	3	7	3	7	6	7	20
# of advertisers	84	112	117	177	240	267	310	266	306	333	347	388	365	488	372	348	273	257	176	142	136	126	166	148	149	154	148	88
Avg. # of pages per issue	30	31	30	31	32	47	65	68	64	71	76	104	103	115	108	110	99	81	83	70	75	67	62	59	52	49	58	54
Editorial Bd. size	10	13	15	14	17	17	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	16	16	16	12	12	13	13
# of issues per year		9	9	9	9	9	9	9	10	10	10	10	10	10	10	10	10	10	10	10	10	10	9	9	9	9	8	8
Price, membership cost*	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4

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TABLE 2: AV Communication Review/Educational
Communication and Technology
Journal AVCR/ECTJ

AVCR/ECTJ

	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83
Editorial Bd. size	7	7	7	7	7	7	7/10	10/9	9	10	10	10	10	10/9	9	9/10	10	10	10	10	9	9	9	9	9	9	9	9	7	7	9
# of issues per year	4	4	4	4	4	4	4	4	6	6	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
price	\$4/3	\$4/3	\$4/3	\$4/3	\$4/3	\$4/3	\$4/3	\$4/3	\$6/5	\$6/5	\$6/5	\$6/5	\$6/5	\$6/5	\$6/5	\$6/5	\$8/5	\$8/5	\$13	\$13	\$13/7.50	\$13/7.50	19.50	19.50	19.50	19.50	19.50	19.50	24/12	24/12	24/12
# of fea- ture art.	20	18	19	19	13	21	17	19	20	25	24	17	22	19	18	19	31	24	20	21	22	22	18	20	17	29	26	21	17	12	12
# of men authors	19	19	17	29	13	26	22	24	30	33	28	27	32	22	23	25	39	25	25	21	25	33	19	31	21	31	33	23	18	18	14
# of women authors	2	0	1	1	0	1	1	4	1	0	1	4	8	2	1	2	7	9	2	5	5	5	3	7	4	5	12	7	11	5	14
Avg. length feature article/vr	7	11	12	14	11	10	12.5	12	11	14	12.8	14.7	10	17	15	16	11	12	16	16	17	15	18	17	21	11	10	12	12	18	12
Avg. # of pages/issue per year	73	79	79	84	73	74	76	76	85	76	87	124	117	137	112	110	116	125	122	124	122	127	112	114	110	116	84	74	64	62	59
# of photos	7	0	0	4	0	11	4	17	2	15	18	13	0	5	1	11	1	6	19	6	2	1	7	7	0	8	18	20	3	3	5
# of adver- tisers	0	0	0	0	0	0	0	0	9	12	0	6	6	25	12	7	7	14	11	12	21	15	7	0	5	5	2	0	4	0	0
# of compu- ter articles	0	0	0	0	0	0	0	0	2	0	7	0	0	0	1	1	1	4	5	2	2	1	0	1	0	2	0	1	0	0	1
# of video articles	3	3	3	6	1	13	4	8	3	4	5	5	4	5	4	2	6	1	1	2	2	6	2	1	3	2	1	3	0	1	0
# of film articles	-	-	-	2	5	3	2	3	0	2	2	0	1	0	1	1	1	2	3	2	0	0	1	1	0	2	0	1	0	1	0

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TABLE 3: Journal of Instructional Development (JID)

JID

	77	78	79	80	81	82	83
Editorial Bd. size	6	9	12	11	10	12	12
# of issues per year	4	4	4	4	4	4	4
price	\$15	\$15/ 10	\$15/ 10	\$15/ 10	17.50 10	24/ 15	\$24/ 15
# of feature articles	15	14	19	20	23	13	12
# of men authors	15	15	29	25	24	16	12
# of women authors	3	1	3	7	11	8	2
Avg. length feature art.	3.5	3.5	6.5	5.7	5	8	5.5
Avg. # of pgs. per issue/year	40	38	42	40	40	41	40
# of photos	0	0	0	0	0	0	6
# of advertisers	0	2	8	3	3	0	0
# of computer articles	0	0	0	2	0	0	1
# of video articles	0	0	1	1	0	0	0
# of Instr. design art.	2	0	2	0	0	0	0
# of task analysis art.	4	9	10	10	13	5	0